

DICKERSON PIKE URBAN DESIGN OVERLAY SIGN STANDARDS



GENERAL STANDARDS

Purpose.....	2
Sign Overview.....	3
Prohibited, Temporary and Exempt Signs.....	4
Sign Message.....	5
Sign Lighting.....	5
Changeable Message Signs.....	6
Design & Material.....	6

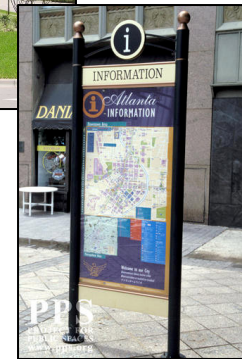
PERMITTED SIGNS AND SPECIFIC STANDARDS

Building Signs.....	7
Flush-Mounted, Projecting and Awning Signs.....	8
Freestanding Ground Signs.....	9
Table of Permitted Sign Types and Sizes.....	10
Banner Signs.....	11
Sign Programs.....	11
Multi-Storied Signs.....	11

PURPOSE

The intent of the sign standards is to accomplish the following:

- Encourage signage that is appropriate in scale and design for pedestrians, motorists, cyclists and for the building(s) it identifies.
- Encourage creative and innovative approaches to signage
- Enhance the visual environment by discouraging visual clutter of streetscapes
- Ensure signage is designed for the purpose of identifying a destination in a unique and functional manner



SIGN OVERVIEW

- Each sign shall be placed so that it does not obscure or conceal key architectural features.
 - Signs shall be designed as an integral part of the overall building and site design.
 - Signs shall reflect quality design and craftsmanship complimenting the building architecture.
 - Signs shall be maintained properly, always clean, in working condition and the copy not obscured or damaged.
- The number of signs should be kept to a minimum. Signs should be limited to the number necessary to efficiently identify the business or other use.
 - Any non-conforming sign shall be brought into conformity with these standards if a permit is required to alter, reconstruct, replace or relocate the sign. If a non-conforming sign is damaged, the issuance of a permit for repairs only to the sign shall not require compliance with these standards.



APPLICABILITY

The provisions of this Urban Design Overlay District shall apply to all signs located within the boundaries of the District identified by the enacting ordinance, except as specifically otherwise stated in this document or in the enacting ordinance.

This UDO is intended to supplement the standard sign provisions of Chapter 17.32 of the Metro Code. To the extent the provisions of this UDO district are inconsistent or in conflict with the provisions of Chapter 17.32, the provisions of this UDO shall be controlling.

Any variations from the requirements of this UDO that meet the intent of this document may be approved by the Executive Director of the Planning Department. Any variations or requested changes that do not meet the intent of this document must be approved by Metro Council.

Prohibited Signs

In addition to signs prohibited by Section 17.32.050 of the Metro Zoning Ordinance, prohibited signs include roof mounted signs, pole mounted signs, billboards, and signs that flash, rotate, scintillate, blink, flicker or vary in intensity or color, including all electronic signs.

Exempt Signs

The provisions for exempt signs listed in Section 17.32.040 of the Metro Zoning Ordinance shall apply to exempt signs in this UDO district, however an exempt sign shall not exceed six feet in height. Subsections G, H and J of 17.32.040 shall not apply to this UDO district.

Temporary Signs

The provisions for on-premises temporary signs in Section 17.32.060 of the Metro Zoning Ordinance shall apply to temporary signs in this UDO district, however no temporary on-premise sign shall exceed six feet in height.

SIGN MESSAGE

- The primary message contained on signage shall convey contain the name of the business and/or its insignia. It may also identify the specific type of use, such as bakery, market, law office, etc.
- Sign messages shall be clearly legible. Use lettering styles and/or fonts that are simple and easy to read.
- The sign message shall be designed to fit properly into the sign location.
- Modifications to corporate logos and identifiers may be required to be accommodated in the space provided.



SIGN LIGHTING

- Illuminated signs shall be externally lit.
- Externally lit signs shall be illuminated only with steady, stationary, down directed, and completely shielded light sources. Monument signs may be lit from a ground lighting source

- Individual letter signs must use a lighting source that is down-directed, back-lit, or halo-lit.
- Exposed neon may be permitted if it is found by the Executive Director of the Planning Department to be consistent with the character of an existing building and the use(s) permitted in such building.
- Internally lit plastic box signs advertising the business name and/or logo are prohibited.



CHANGEABLE MESSAGE SIGNS

- Changeable message signs are permitted with manual copy, only.
- No changeable message sign may exceed 50 square feet.
- Electronic message signs are prohibited.



DESIGN & MATERIAL

- All signs shall be constructed using high-quality durable materials such as metal, stone, brick, and hardwood, and shall complement materials and features of buildings on the same property.
- The design and alignment of signs on multiple use buildings shall compliment each other such that visual unity effect is achieved.

BUILDING SIGNS

Building signs are attached directly to, or supported by brackets attached directly to a principal building.

Types of building signs are *flush-mounted building signs, projecting signs and awning signs*.

Flush-mounted signs

Flush-mounted signs include:

- Applied letters
- Façade mounted
- Façade painted
- Window signs
- Murals
- Signs otherwise permanently affixed to or applied in a parallel plane to walls and other building surfaces.



•Flush-mounted signs shall be limited to one principal area of a building façade with street frontage and shall not obscure key architectural features of the building or door, or window openings.

•Maximum sign as shown in Table A area is determined by the smallest square, circle, rectangle, triangle or combination thereof which will encompass all borders, graphics, and letters as a complete sign.

•Window signs shall cover no more than 15 percent of available window space

•Both a freestanding ground sign and a building sign may be permitted when in accordance with the requirements of Table A: Freestanding Ground Signs and Building Signs on Ground Floor.

Projecting signs

Projecting signs include:

- Marquee sign -- a canopy-like structure mounted over the entrance, such as at a theatre.
- Object sign -- an icon or symbol only, mounted perpendicular to building façade; 2- or 3-dimensional.
- Blade sign -- a sign oriented perpendicular to building façade and suspended under a bracket or other mounting device.
- Projecting sign -- a sign affixed to building, perpendicular to façade, and either vertically or horizontally oriented; 2- or 3-dimensional.



METROPOLITAN NASHVILLE

- Projecting signs are limited to one (1) sign per building façade for each separate street frontage.
- Projecting signs shall not extend above the roof eave or the lowest point of the parapet wall.
- The maximum surface area of any projecting sign shall not exceed 20 square feet per side, but 3-dimensional signs shall not exceed a total surface area of 40 square feet.
- The bottom of a projecting sign shall be at least eight (8) feet above grade. The top of a projecting sign shall not extend above the top wall to which the sign is attached.
- Projecting signs shall be limited to a projection distance of two-thirds (2/3) of the width of the sidewalk or four (4) feet, whichever is less.

Awning signs

- Awning signs shall not exceed 50 square feet.
- Awnings shall not have backlighting that is intended to enhance the visibility of the awning sign.
- Any awning attached to a building façade shall clear sidewalks by at least eight (8) feet.
- Awnings shall be permanently attached to a building.
- The maximum sign area for any awning sign shall be five percent (5%) of the primary building façade wall area.



FREESTANDING GROUND SIGNS

Freestanding ground signs are supported by structures or supports that are anchored in the ground and that are independent of any building or other structure.

Freestanding ground signs include:

- Low profile signs
- Monument signs



- Low profile signs are supported by a minimum of two columns, uprights or posts placed at opposite ends of a sign.

- Monument signs are supported primarily by an internal structural framework or integrated into landscaping or other solid structural features other than support poles, columns or posts.

- Freestanding ground signs shall be allowed only as permitted under the requirements of Table A of this UDO.

- The top of the base of the sign structure for any monument sign shall not exceed 18 inches above the adjacent grade. The width of the top of the sign structure shall be no more than 120 percent of the width of the base.

- The maximum height of any low profile or monument sign structure shall not exceed six (6) feet.

- Low profile or monument signs are limited to one sign per parcel except if the property fronts on more than one street where the linear frontage exceeds 100 feet, in which case one sign is allowed for each separate street frontage.

- The maximum sign area for any freestanding ground sign shall not exceed 50 square feet.

- Both a freestanding ground sign and a building sign may be permitted If permitted under the requirements of Table A of this UDO.

**TABLE A: FREESTANDING GROUND SIGNS & BUILDING SIGNS ON GROUND FLOOR
NUMBER AND SIZE OF PERMITTED SIGNS¹**

Permitted building setback from fronting and side street(s) ²	Sign Type Permitted	Number permitted Single user building	Number permitted Multi-tenant building	Maximum Height	Maximum Permitted Sign Area ³ (per tenant or single use building)	Maximum Percentage of Building Façade (per building) ⁴
0 - < 20 feet	Building Sign(s)	1 per street front	1 per tenant bay		32 sq. ft. (flush-mounted) 50 sq. ft. (awning) 20 sq. ft. (projecting)	5
20 – 50 feet	Building Sign(s)	1 per street front	1 per tenant bay		64 sq. ft. (flush-mounted) 50 sq. ft. (awning) 20 sq. ft. (projecting)	10
Over 50 feet	Building Sign(s)	1 per street front	1 per tenant bay		100 sq. ft. (flush-mounted) 50 sq. ft. (awning) 20 sq. ft. (projecting)	15
Over 100 feet	Freestanding ground signs	1 on primary street frontage, plus one for each frontage exceeding 100 linear feet	1 on primary street frontage, plus one for each frontage exceeding 100 linear feet	6 feet	50 sq. ft.	N/A

¹ See also SIGN PROGRAMS for additional flexibility

² Where the existing building on a property has a legally non-conforming street setback, the existing setback shall be used to determine the “permitted building setback” for purposes of this table.

³ The total area of all building signs shall not exceed the maximum permitted sign area or the percentage of building façade allowed by the this table, whichever is less.

⁴ The allowed maximum percentage of building façade shall be determined by including all window, door openings, and cornices.

BANNER SIGNS

- Banners are defined as temporary signs subject to the provisions of 17.32.060 of the Zoning Code and the additional standards, below.
- Banner signs are composed of a logo or design on flexible fabric rather than rigid material.
- Banners shall not extend above the roof eaves or lowest point of a building parapet.
- Banners shall not cover more than 5% of the building façade wall area, or 30 square feet, whichever is smaller.

SIGN PROGRAMS

- Sign programs are encouraged for horizontal and vertical multi tenant buildings.
- Sign programs serve to create a coordinated project theme of uniform design elements such as height, proportion, color, lettering style and placement.
- The owner of any property containing multiple stories and/or tenants must submit an overall sign program for the property prior to the issuance of any new sign permit. The sign program will be reviewed by Planning Department and approved by the Executive Director if it is consistent with the goals and intent these Signage Standards. Only the sign for which a building permit is sought will be required at the time of the permit issuance to bring their signage into compliance with the sign program. All future sign permits for the property will be required to comply with the approved sign program.

MULTI-STORY BUILDINGS

- Ground floor tenant signs shall be placed at the storefront level.
- Upper story tenant signs, if any, shall be window signs, but shall not exceed 15% of the window area.